



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

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Mayor Looks to Make City More Welcoming for Music Fusion City leads a new effort to improve visitor experience downtown

Cincinnati – Mayor Mark Mallory is leading a new effort to improve the visitor experience downtown during Music Fusion Week. The Mayor has been coordinating with the event planners, city officials, and other partner organizations, such as the Regional Tourism Network (RTN), Downtown Cincinnati, Inc. (DCI). The increased coordination has led to several new initiatives this year, including reduced parking rates, a new traffic plan, and extended hours and other specials at downtown restaurants.

“The goal is to be proactive in making sure that we are doing everything that we can to ensure that people have an enjoyable week,” Mayor Mallory said. “Last year, there was a lot going on, but we need to do a better job of coordinating all of the energy around Music Fusion in Cincinnati. This year, the city is taking the lead by going out of our way to ensure a successful week.”

Shortly after last year’s festival, Mayor Mallory began convening meetings with city officials, event organizers, and other interested organizations, such as the RTN, DCI, and both the Restaurant and Hotel Associations. The goal was to increase coordination and planning for future Music Fusion Weekends.

This year, the city is implementing several new procedures to make the city more welcoming.

- The city has reduced the all-day parking rate to \$1 at most city parking lots downtown (list attached).
- The Police Department will deploy more walking patrols and horse patrols.
- A new traffic plan that will not close any streets in the Central Business District (see attached parking release for specific information).
- All city staff members are placing special emphasis on customer service.

The Mayor has also worked with restaurants to encourage them to stay open later and offer specials on Music Fusion Weekend. The Regional Tourism Network has developed a brochure that includes all of the details about the week, including events, restaurants, parking, and much more. All city parking employees will have copies of the brochure that they will be distributing.

Music Fusion Week kicked off last night when thousands attended a free concert by Gerald Albright on Fountain Square. Holding a free-to-the-public kick off concert is one of the new additions to Music Fusion this year. The performances continue all week leading up to the Macy’s Music Festival at Paul Brown Stadium, one of the longest running music festivals in the country. Festival 513 will feature food, beverages, and original artwork and music for sale outside of Paul Brown Stadium.

For more information about Music Fusion Week, please visit www.cincinnatiusa.com

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